Improving Your Websiteâ€™s Load Time and Speed

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Every user on the internet wants to get the desired information as fast as possible. As per a recent study if a web page takes longer than 4 seconds to load, 75% of visitors may not visit that site again because of its low load time. If your websiteâ€™s load time is more than 3 seconds, the probability of bounce rate will be higher. Now you need to pull up your socks and optimize your websiteâ€™s load time . But how can you improve your websiteâ€™s load time, here are a few suggestions:

Reduce number of CSS files

To improve your websiteâ€™s speed, you need to reduce total number of HTTP requests. â€œMinifyâ€•is PHP5 app that combines multiple CSS and JavaScript files together and takes out whitespace and comments and serves them as a single file. Minify compresses all files and reduces overall file size and make them one single file.

Key takeaway is: Remove everything that is useless. You can download free plugins like Minify to compress all your files to improve your websiteâ€™s load time.

Make images as small as possible

For most of the websites images are a big concern. These high resolutions, big size images affect websiteâ€™s load time. But you donâ€™t have remove images to improve your websiteâ€™s load time. T are some other ways in which you can reduce image size. Photoshop has an option â€œSave For Webâ€• where it automatically reduces image size. You can save high resolution images like photographs in JPG format. There are lots of file size reducing software that you can use to cut down the image size, without scattering its pixels.

Key takeaway is: High resolution images take relatively long time to load, reduce image size in Photoshop or any other third party plugins to improve your websiteâ€™s speed.

Browser caching

With browser caching, browser holds particular files for a given period of time and when it receive request again, browser get the files from its local cache rather than requesting it again from the host server. Having a website without caching is like, running to a restaurant to buy food every time you are hungry. Browser caching reduces websiteâ€™s load time and improves speed.

Key takeaway is: Optimize browser caching. It will reduce your website load, as it doesnâ€™t have to get the files from server every time it receives a request.

Utilize Google Libraries API

Googleâ€™s Libraries API is a content sharing network for JavaScript libraries. It improves your websiteâ€™s speed and provides access to most popular open-source JavaScript libraries like, Chrome Frame, jQuery, Prototype, Yahoo! User Interface Library and much more. Googleâ€™s high speed server is serving these libraries and possibly most of the users have these scripts cached locally.

Key takeaway is: Make sure youâ€™ve utilized Googleâ€™s Librabries API. Itâ€™s a great service to hos JavaScript libraries with Googleâ€™s high speed server.

Google found that moving from a 10-result page loading in 0.4 seconds to a 30-result page loading in 0.9 seconds decreased traffic and ad revenues by 20% (Linden 2006). When the home page of Google Maps was reduced from 100KB to 70-80KB, traffic went up 10% in the first week, and an additional 25% in the following three weeks (Farber 2006).

Websiteâ€™s load time can be a big factor responsible for your websiteâ€™s ranking and popularity. User donâ€™t want to waste their waiting for a website to load. They want it as quickly as possible. At Galaxy Weblinks we provide website speed optimization services. We can help you make your website open up faster by optimizing HTML code, CSS scripts and many other factors that affect your websiteâ€™s performance. For details please visit us at http://www.galaxyweblinks.com/services/internet-marketing/page-speed-optimization/.

Final Takeaways:

â€¢ Remove everything that is useless. You can download free plugins like Minify to compress all your files to improve your websiteâ€™s load time.

â€¢ High resolution images take relatively long time to load, reduce image size in Photoshop or any other third party plugins to improve your websiteâ€™s speed.

â€¢ Optimize browser caching. It will reduce your website load, as it doesnâ€™t have to get the files from server every time it receives a request.

â€¢ Make sure youâ€™ve utilized Googleâ€™s Librabries API. Itâ€™s a great service to host JavaScript li with Googleâ€™s high speed server.

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